

ORDER

Orders
Order / Rev: 704481
Alt Order #: 06262698
Product Desc: SCHWEIKERT FOR CON
Estimate:
Flight Dates: 08/05/12 - 08/10/12
Original Date / Rev: 08/03/12 / 08/03/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 3299 K ST., NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Schweikert for Congress
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/10/12	28	\$33,100.00	\$28,135.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	28	\$33,100.00	\$28,135.00	0.00
Totals	28	\$33,100.00	\$28,135.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KPNX	30%	\$33,100.00
Market	100%	\$110,333.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	18%	\$19,860.00
KPAZ	0%	\$0.00
KPHO	23%	\$25,376.67
KPPX	0%	\$0.00
KSAZ	19%	\$20,963.33
KTFL	0%	\$0.00
KTVK	10%	\$11,033.33
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Advertiser: Schweikert for Congress
 Product Desc: SCHWEIKERT FOR CON
 Estimate:

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/05/12	08/05/12	Olympic Late News Olympic Late News	CM	Olympic Late News-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
rr from 3500 to 2500 per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	-----S					1	\$2,500.00		0.00			
2	KPNX	08/06/12	08/09/12	Olympic Late News Olympic Late News	CM	Olympic Late NewsMTWT---	:30	4	\$2,800.00	P-2	0.00	NM	4	\$11,200.00
revised from m-tu to m-th 4x rr from \$3500 to \$2800 per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MTWT---					4	\$2,800.00		0.00			
3	KPNX	08/06/12	08/10/12	M-F 6-7a 12 News Today	CM	6-7a MTWTF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
# of units from 5x to 2x per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MTWTF--					2	\$700.00		0.00			
4	KPNX	08/06/12	08/09/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a MTWT---	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
2X MAX/DAY: M-W # of units from 7x to 3x per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MTWT---					3	\$800.00		0.00			
5	KPNX	08/06/12	08/09/12	M-F 5-530p M-F 5-530p	CM	5-530p MTWT---	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MTWT---					4	\$700.00		0.00			
6	KPNX	08/06/12	08/10/12	M-F 6-630p 12 News 6pm	CM	6-630p MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
# of units from 5x to 2x per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MTWTF--					2	\$1,000.00		0.00			
7	KPNX	08/07/12	08/07/12	Olympics Zone Olympics Zone	CM	Olympics Zone -T-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
spot moved from 8/6 to 8/7 rr from \$700 to \$2500 per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	-T-----					1	\$2,500.00		0.00			
8	KPNX	08/06/12	08/07/12	Olympics Overnight Olympics Overnight	CM	Olympics OvernightMT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MT-----					2	\$250.00		0.00			
9	KPNX	08/05/12	08/05/12	Olympics Weekend 8-5p Olympics Weekend DT	CM	8-5p -----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
# of spots from 1x to 2x rr from \$4500 to \$2500 per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	-----S					2	\$2,500.00		0.00			
10	KPNX	08/06/12	08/09/12	M-F 4-5p 12 News EVB	CM	4-5p MTWT---	:30	4	\$375.00	P-2	0.00	NM	4	\$1,500.00
per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	MTWT---					4	\$375.00		0.00			
11	KPNX	08/05/12	08/05/12	530-6p 12 News Sunday 12 News Sunday	CM	530-6p -----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	-----S					1	\$500.00		0.00			
12	KPNX	08/05/12	08/05/12	Olympics Weeked 4-8a Olympics Weekend DT	CM	4-8a -----S (5:00 AM-8:00 AM)	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
per mike														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12		08/05/12	-----S					2	\$400.00		0.00			
Totals													28	\$33,100.00

*Tax 1 Note: Tax 0.5%.